

CHAPTER I

INTRODUCTION

This chapter will discuss some topics related to the research background the research problem, research purpose, research significance, scope and limitation, and the definition of key terms.

1.1 Research Background

Instagram is a platform media for smartphone, available on Play Store that provides its users some features to share their lives through a picture (Bergstrom & Backman, 2013). *Instagram* has some features which each feature has purposed to make the users easier to use, it has to be known by users to avoid the confusion in using *Instagram*. The features of *Instagram* are divided as followers, *Instagram* stories, direct message, uploading photos and videos, edit photos, and add caption. Before uploading a photo, user can put a caption based on the user's statement related to the picture. Caption is a description whether it is short or long which identifies a picture or video in *Instagram*. Caption may consist of some colloquial words.

Trask (in Jalalpour & Tabrizi: 2017) describes colloquial as a part of language variety which is employed in spoken or written context in informal situation. Colloquial is often used in informal situations such as between friends, people on same social group and online chatting. Some colloquials can be impolite, so it is important to use colloquial in the right situation. Colloquial can be used in chatting or social media, but not suitable for used in English formal education.

Based on the previous research and discussion about *Instagram* which was done by Islami (2017) with the title “Baper Expressions Found on the Timeline of *Instagram*”. The research analysis was conducted on May 19, 2017 – May 25, 2017. The result, she found 26 expressions on the timeline of *Instagram*. All of the expressions used slang word “baper” on hastag.

Besides, there is also another finding which is related to colloquial. The first was done by Sari (2013) with the title “A Study on Colloquial Words Used by Digital Natives in Facebook Status Update Writing”. The research analysis conducts between August 2, 2017 and August 17, 2017. She found 84 colloquial words in Facebook timeline.

The second finding was done by Septiani (2015) with the title “Colloquial Words Used by Teenagers in Twitter Update Writing”. The result was taken from 10 twitter users as her followers. She found 50 colloquial words.

From the previous research above, it is clear that there is no one that has researched about *colloquial words found on Indonesian selebgram’s Instagram caption*. Therefore, the researcher is interested in conducting the research about “*Colloquial words found on Awkarin’s Instagram caption*”. This research is based on the researcher’s preliminary study on one of Indonesian *selebgram* named Awkarin which being viral in the last two years.

1.2 Research Problems

Based on the research background above, problems of this research can be defined as follows:

1. What are colloquial words found on Awkarin's *Instagram* caption?
2. What are meaning of each colloquial that found on Awkarin's *Instagram* caption?

1.3 Research Purpose

These research purposes are related to research problems above. They are as follows:

1. To investigate the colloquial words found on Awkarin's *Instagram* caption.
2. To identify the meaning of each colloquial that found on Awkarin's *Instagram* caption.

1.4 Research Significance

The research significance in this research is explained in terms of theoretical practiced. This research result gives some contributions in supporting sociolinguistic theory about language variety. Besides, this research gives additional information about Instagram and about language variety especially colloquial.

Practically, this research will give contributions to the students in knowing definition of Instagram, its features, meaning of colloquial and the utilization. Hopefully, this research can help students to enlarge their knowledge about the topic which is discussed.

1.5 Scope and Limitation

The scope of this research are colloquial words on Instagram caption. In specific, this research is focused on colloquial words and its meaning found on Instagram caption's user named Awkarin. The research is limited to the colloquial words that are found on July 6, 2017 until December 28, 2017.

1.6 Definition of Key Terms.

- a. Colloquial : Trask (in Jalalpour&Tabrizi:2017) describes colloquial as language variety which is employed in conversation or other communication in informal situation.
- b. Instagram : Instagram is platform media for smartphone, available on Google Play Store that provides its users some features to share their lives through a picture (Bergstrom & Backman,2013)
- c. Caption : Caption is a word printed underneath a picture or cartoon in order to explain it (Oxford Dictionary, 2011)

d. Awkarin : According to Gabriel (2016), Awkarin is one of Indonesian selebgram most popularizing young celebrities in Instagram and one of Indonesian selebgram which viral in last two years.

